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Amendments to the Specification:

Please replace the paragraph beginning at page 8, line 16 as with the following amended paragraph:

In addition, process 200 includes automatically generating swap visual content from the intermediate visual content (block 212 shown in FIG. 2). Each region of the intermediate visual content that corresponds to a region of the viewing visual content that is to be replaced by swap content when the trigger event occurs is used to generate the swap visual content for that region of the viewing visual content. The swap visual content can be generated in the same general manner as the viewing visual content.